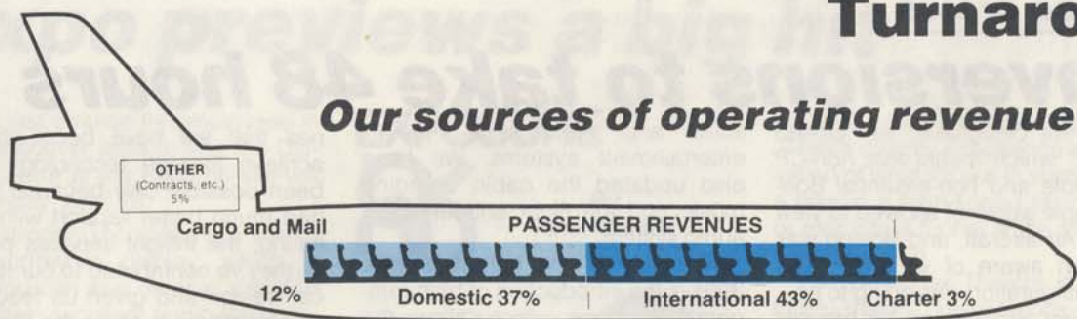


Turnaround profit recorded in 1984

The Airline Division of Canadian Pacific Air Lines, Limited recorded a net profit of \$5.6 million in 1984. Employees were advised of the turnaround several weeks ago and the final, audited figures have now been released to the public.

As in prior years, the Annual Report to shareholders is available to interested employees by writing the Office of the Secretary, Vancouver Ops Centre, YVRGY.

A summary of the annual financial statements and explanatory stories, prepared by CP Air's Corporate Accounting Dept., are presented on Page 4 of this issue of *CP Air News*.



CP Air

Volume 16

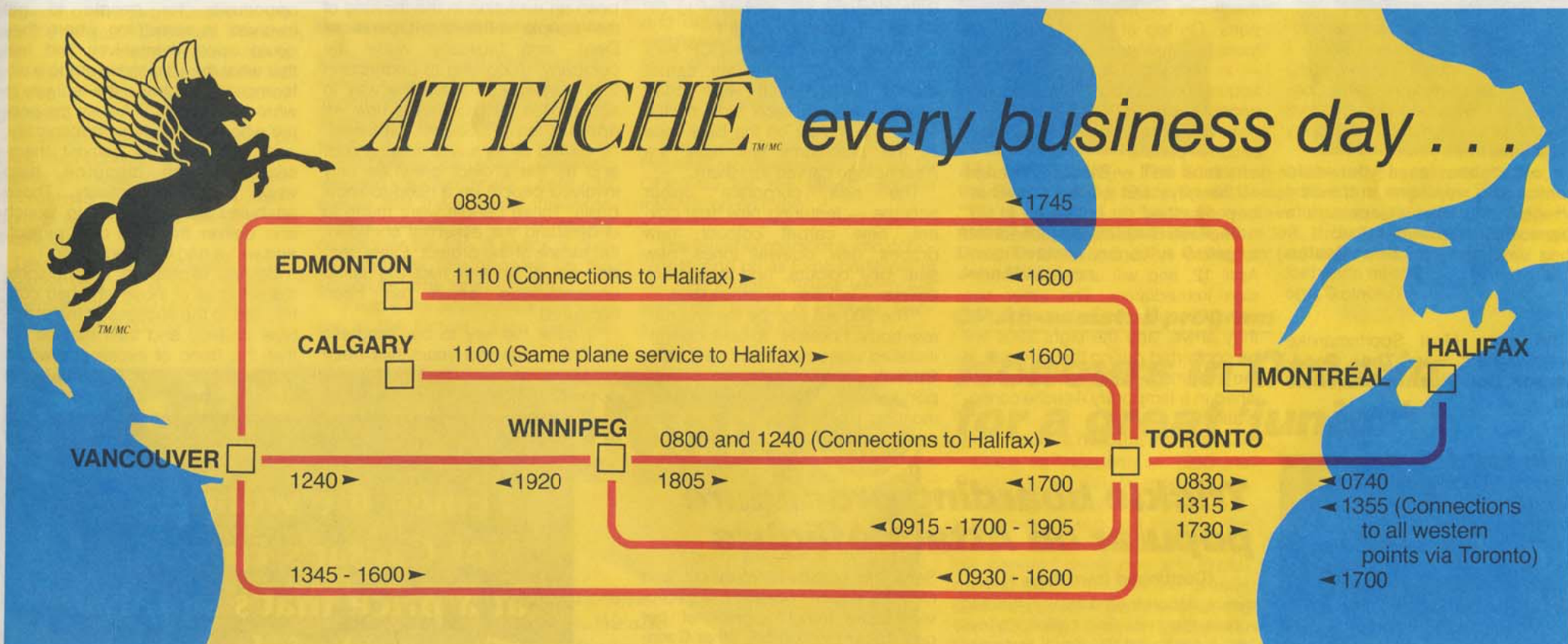
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April 1985

News



Official airline for Expo 86, Vancouver, B.C. May 2-Oct. 13, 1986



CP Air Newsmap by Charles Spier

An airline within an airline — Attaché from CP Air

The new Attaché route network is centered on Toronto as the hub city, and it features a regular pattern of 24 flights every business day.

Flight numbers are all designated as the 900 series for ready reference. Spanning from the Toronto hub are three non-stops to and from Halifax and Winnipeg, two to and from Vancouver, and one each to and from Calgary and

Edmonton. A significant scheduling emphasis is the company's thrust for premium-rate passengers in Halifax and Winnipeg — all weekday flights between these two cities and Toronto are Attaché flights. A special feature of the schedule is same-plane service in both directions between Calgary and Halifax, via Toronto.

The Vancouver-Montreal service has been maintained at

one flight in each direction, with the departure time from Vancouver rescheduled to a more convenient 8:30 a.m. from the current 1:15 p.m. and the westbound departure from Montreal rescheduled to 5:45 p.m.

Streamlined check-in procedures and counters at Ottawa and Montreal will permit easy access to Toronto non-stops bound for all western markets.

Triumphant Attaché going Canada-wide



The new look aboard CP Air's Attaché B-737 aircraft! CP Air's Engineering Dept. and Marketing selected a seat made by the French company Sicma over 13 other seat types, and then spent a year with Sicma co-developing the seat to unique standards. The final product is so different that CP Air will have exclusive use of the seats in Canada and in CP Air's airspace for the next two years. "The seat addresses the total comfort of the passenger in terms of width, recline, and density of foam and it has several other novel features," said Mike Stidwill, director, maintenance support

services. "It is also built to the latest technological standards for fire-blocking." Note how the table folds out of the centre seat in the Attaché configuration (left). The convertible seat configuration permits a non-Attaché capacity (right) of eight first class, 100 economy in the new B-737-300s. With the tray table folded down for Attaché, the capacity becomes eight first, 66 Attaché on the 300s (eight first, 54 Attaché on the smaller 200s). A new colour scheme and other enhancements including audio and video innovations complete CP Air's new in-flight appearance.

Attaché, the service that CP Air's employees were asked to create as the "reinvention of business travel", has captivated Canada's premium rate frequent flyers and become a viable product.

The experimental service introduced on the Toronto-Vancouver and Montreal-Vancouver routes last November has proved to be such a huge success that it will be extended nationwide in April and May and three of the new Boeing 737-300s coming into the fleet over the next few weeks will be configured as Attaché aircraft.

In addition, eight of the 19 aircraft in the current B-737 fleet are being reconfigured as Attaché aircraft — providing every traveller with an aisle or window seat and ample elbow room.

CP Air's new cabin decor featuring what designers call "soothing" colours for seats and carpets will be introduced on these 11 Attaché aircraft.

The full-speed-ahead endorsement of Attaché marks a significant new approach in the airline's direction — it means that CP Air is becoming Canada's specialist carrier devoted to the needs of the full fare business traveller.

The new Attaché schedule will be introduced in two phases, with service for Edmonton, Calgary and Winnipeg starting April 28-29, and to and from Halifax on May 13. Flights are in effect every business day, with some frequency variations on weekends.

Employees are being kept fully abreast of the new Attaché direction the airline is taking. An audio-visual presentation has been prepared and marketing executives are presenting it at transcon bases over the next few weeks to provide all interested employees with an understanding and backgrounding of Attaché service. Basically, the message is that small numbers of pampered premium-rate passengers translate into vastly improved revenues for CP Air, and as a result, added job security for the airline's employees.

The pre-schedule promotion also includes awareness presentations to travel arrangers, travel agents and known frequent flyers, and a vigorous advertising program in the print media. A major presentation was held in Ottawa March 26 for a large number of elected officials, demonstrating, in the words of one enthusiastic CP Air executive, "what deregulation in Canada has made possible."

The Attaché experience for business travellers begins with priority reservations treatment — special, private phone lines to ensure prompt attention. Dedicated Attaché check-in positions at the airport ensure quick processing with the passengers having to spend no more than two minutes in

(See TRICKLE, Page 2)



The readers' ring

Thank you for putting the Transcon Hockey Tournament story on the front page of CP Air News.

In the past, sports news regarding fellow employees has been relegated to the back pages. I feel very strongly about the subject of news of any kind regarding our fellow employees. It was a good tournament in Vancouver.

You failed to mention a small matter. Although based in Toronto I play for Winnipeg. The Winnipeg team did not even win a game, losing six. But Winnipeg players have won the Most Sportsmanlike Trophy for the past three years.

It would be nice if you would mention this small item in the next CP Air News, after all, sportsmanship is what sports is all about!

Brian Beaton
Station attendant
Toronto Cargo

«The three Most Sportsmanlike award-winners were **Thor Goodmanson, Don Rice** and **Brian Beaton**.

I read with interest the laudable story of our Contract Dept. overhauling two or three 747s in the past few months.

Do we not do 727s any longer? I was getting used to seeing Air Canuck (a private 727 owned by the Vancouver Canucks hockey team) in our back yard at Vancouver Ops time at Air Canada's hangar across the road.

Have we lost this contract and if so, are there any whys, wheres and whats?

M. G. McAskill
Flight Ops
Vancouver

«**George Dyer**, director, contracts, comments: "Over the past few months we have performed various scheduled checks, repairs, and repainting on three DC-8s and two B-747s as well as an unscheduled engine change on a Western Airlines B-727. Another 747 check is imminent and three more DC-8s are tentatively scheduled for early fall.

"Regarding 'Air Canuck' we were under contract to provide parking and hangar rental on a regular basis but no routine maintenance. This contract was handled by Properties and Facilities, and a renewal was offered to 'Air Canuck' and was accepted. Subsequently, they received a more favourable offer from Air Canada, which they accepted."

Deaths

Lois Dickinson, 61, of Vancouver; retired supervisor, flight attendants with CP Air 1951-1980; on March 13.

Max Hall, 62, of Vancouver; retired janitor with CP Air 1972-1982; on March 16.

CP Air News

Published twice-monthly most months of the year by the Public Relations Dept. for CP Air employees and Pionairs. Please send news items to **George McBurnie**, editor, YVRGP. Advertising inquiries should be directed to **Jean Georgiadi**, YVRGP.

CP Air News
Vancouver Operations Centre
Vancouver Airport, B.C., Canada
V7B 1V1

Challenge for maintenance crews . . .

Attaché conversions to take 48 hours

The conversion of eight of CP Air's current 737-200s and the new 300s into Attaché aircraft before commencing the summer schedule will take approximately two days per airplane, said **Don Gelz**, manager, aircraft maintenance support planning.

It involves seat changes, carpet changes, murals, and installation of inflight audio equipment.

"We will probably run close to 500 manhours of work on the 300s because we have not only seating changes to do but also aircraft-acceptance project orders to do. The 200s will probably need 200 manhours for installation of all the parts. On top of that, a great deal more time has gone into the project — in research, development, and acquisition of all the parts and components, and the shop work — for instance, getting ready for the fabrication of panels.

"I think we'll enjoy this challenge — the guys sort of rise to a challenge like this."

The first B-737-300 is scheduled to arrive in Vancouver on Friday, April 12, and will undergo conversion immediately. The other two new 300s will also be converted as they arrive, and the eight 200s will be converted during the summer. In the interim, the 200s will be refurbished in a temporary Attaché configuration.

During construction at Boeing the

300s were designated as "closed access," which meant that non-CP Air people and non-essential Boeing people were not allowed to view the CP Air aircraft, and Boeing was not even aware of what CP Air's final configuration was going to be.

The first airplane will be brought into Canadian airspace in single class configuration and will be certified with Transport Canada in that mode.

Within 48 hours it will be converted into dual class configuration with eight new-technology, reclining, 40-inch pitch first class seats and 35-inch pitch Attaché seats. Both designs are exclusive to CP Air, as explained on Page 1.

Among the installations CP Air's mechanics will make are carpet murals and 20-inch wide coatrooms, one on each side of the aisle. The murals on the back face of the coatrooms will have the Attaché logo carved into them.

The new corporate colour scheme — featuring new seat covers, new carpet colours, new drapes, new sidewall tones, new seat belt colours, and new track covers — will also be introduced.

"The 300 will also be the first narrow-body, I believe, to have ceiling-installed video monitors," said **Mike Stidwill**, director, maintenance support services. "There are four video monitors built into the ceiling of the airplane. The 300 will have both

audio and video state-of-the-art entertainment systems. We have also updated the cabin boarding music and the flight entertainment audio system."

A feature of the galleys on the 300s is the introduction of high-temperature ovens which allow the catering and commissary departments greater flexibility.

As many of the new 300 features as possible will be rolled over into the eight 200s being upgraded to Attaché configuration.

"The real success of this project — it has been successful in being confidential and strategic — has been an evolution in the thinking of the people within the Operations Dept., and basically, within the company, in coming to understand that teamwork is really the way to accomplish things. That is how we approached it," Stidwill explained. "It started off as a very small group, and as the project grew we only involved people on a need-to-know basis. Those people were made to understand the essential confidential nature of the project. Every vendor we dealt with had the same understanding which has been honoured."

"I think the key to our progress over the past few years has been much better inter-departmental communication. Some of the victo-

ries that we have been able to achieve through technology have been possible only because we've had much better rapport with Marketing, the inflight services people — they've contributed to our technical design and given us feedback — and others such as the Planning departments, Maintenance, and the Printing Dept.

"The Printing Dept. has been more than just a small contributor. It has been instrumental in supporting Attaché service both initially and during its subsequent growth.

"Generally I think it's been an opportunity for people to get involved in something where they could apply themselves and feel that what they did today made a difference. I think that's the real key to what goes on in CP Air. It's the people who learn to think strategically, and who learn to commit themselves through discipline, hard work, and confidentiality. Those attributes are necessary to launch and deliver this kind of a project, and we've had that dedication."

Stidwill expressed his personal thanks to all of those who had contributed to the success of the prototype project, and said that he felt that this trend of excellence would continue in the modifications being done to expand the service.

Trickle boarding procedure popular on Attaché flights

(Continued from Page 1)

queue. Upon their arrival in holding rooms they will find coffee trolleys and papers.

The boarding call is truly unique — instead of the customary pre-board announcement for passengers requiring assistance, a flight attendant greets travellers with a cheery "I'd like to invite you to join us whenever you are ready." The hassle-free trickle boarding procedure appears to be a popular innovation and generally commences 20 minutes before departure.

Upscale meals and newly-designed menus and bag tags contribute to the special character of Attaché flights. Attaché B-737s are all audio-equipped, and a stylish touch is the provision of a detailed program guide for each passenger.

Check-in at First by invitation only

The Vancouver airport staff has asked that employees be reminded that check-in at First Class positions is not permitted, unless directed to do so by an airport agent.

Service is constant throughout, and CP Air's Attaché objective is to provide more inflight personnel per aircraft.

What makes Attaché flights so special, however, is the club-like atmosphere of the inflight experience, where passengers can work or relax, free of distractions.

The final triumph of an Attaché flight is the delivery of the passenger's baggage within minutes of engine shutdown.

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